

Amendments to the Claims:

This listing of Claims will replace all prior versions, and listings, of Claims in the application:

Listing of Claims:

Claims 1 to 41 (canceled).

Claim 42 (currently amended): A non-transitory computer readable medium encoded with instructions for directing a processor to:

determine that a triggering event has occurred in association with a player engaged in at least one gaming activity, said at least one gaming activity including at least one random determination; and

in response to the determination that the triggering event has occurred, enable a player associated with the gaming device having access to make an input to request at least one of a product or a service to be offered a portable communication device would like to communicate with another;

obtain a player identifier from the player;

if the player makes the input to request the at least one of a product or a service to be offered:

determine an individual who will communicate with the player;

determine, based on the at least one gaming activity, a prompt comprising an offer for the at least one of a product or a service to be presented by the individual offered to the player;

transmit, to the individual, the prompt data representing the determined at least one of a product or a service to be offered to the individual; and

enable communication between the player and the individual via the a portable communication device.

Claim 43 (currently amended): A non-transitory computer readable medium encoded with instructions for directing a processor to:

monitor at least one gaming activityies of a player at a gaming device, said at least one gaming activity including at least one random determination-said player having access to a portable communication device;

determined that a triggering event has occurred in association with said monitored at least one gaming activity;

in response to the determination that the triggering event has occurred, enable the player to make an input to request at least one of a product or a service to be offered;

obtain a player identifier from the player;

if the player makes the input to request the at least one of a product or a service to be offered:

determine, based on the gaming activities, a prompt comprising an offer for the at least one of a product or a service to be presented by an individual offered to the player;

transmit, to the individual, the promptdata representing the determined at least one of a product or a service to be offered to the individual; and

enable communication between the player and the individual via the-a portable communication device.

Claims 44 to 46 (canceled).

Claim 47 (previously presented): The computer readable medium of claim 43, further encoded with instructions for directing the processor to:

enable the individual to provide a service to the player.

Claim 48 (previously presented): The computer readable medium of claim 43, further encoded with instructions for directing the processor to:

alter the state of the gaming device based on an input received from the individual.

Claims 49 to 50 (canceled).

Claim 51 (previously presented): The computer readable medium of claim 42 wherein the player identifier comprises a name of the player.

Claim 52 (previously presented): The computer readable medium of claim 42 wherein the player identifier comprises an address of the player.

Claim 53 (previously presented): The computer readable medium of claim 42 wherein the player identifier comprises a phone number of the player.

Claim 54 (previously presented): The computer readable medium of claim 42 wherein the player identifier comprises a tracking card of the player.

Claim 55 (previously presented): The computer readable medium of claim 42 wherein the player identifier comprises a hotel room number of the player.

Claim 56 (previously presented): The computer readable medium of claim 42 wherein the player identifier comprises an email address of the player.

Claim 57 (previously presented): The computer readable medium of claim 42 wherein the player identifier comprises a payment identifier of the player.

Claim 58 (previously presented): The computer readable medium of claim 57 wherein the payment identifier comprises a credit card number.

Claim 59 (previously presented): The computer readable medium of claim 57 wherein the payment identifier comprises a debit card number.

Claim 60 (previously presented): The computer readable medium of claim 57 wherein the payment identifier comprises a financial account number.

Claim 61 (previously presented): The computer readable medium of claim 57 wherein the payment identifier comprises a home billing address.